

Dear Tax Professional,

We want to personally thank you for joining the IRS *e-file* Program! IRS *e-file* is expanding and improving every year, enabling you to better serve your clients. This past tax season there were over 72 million individual and more than 9 million business tax returns filed electronically.

You have joined more than 240,000 tax professionals who are bringing the benefits of e-file to their customers. By doing business with the IRS electronically, you will modernize your business by reducing your response times and increasing the accuracy of your clients' tax returns.

Enclosed is your FREE IRS *e-file* Marketing Tool Kit for the 2007 filing season. It is designed to provide you with tools and advertising aids to help you tap into the growing e-file market to increase your e-file business and keep your individual and business clients coming back year after year.

If you need additional information regarding the Marketing Tool Kit or the IRS *e-file* Program, please visit the IRS Web site. Working as partners, we can increase your business and provide your clients with the highest quality tax filing experience possible!



e-file

www.irs.gov/efile

**Great Ways
to Attract and
Keep Clients**

**Look inside and order
your additional FREE
marketing tools!**

For Authorized IRS *e-file* Providers only



Ready-to-use e-file Materials for Your Office

Get any of these marketing tools—they're FREE! Here's how:

Refer to the Publications List, right, then call 1-800-829-3676 to order these ready-to-use items.

These items are in English on one side and Spanish on the other.

These items are available in Spanish, but only as pdf files at www.irs.gov/efile. Download what you need.



Posters

Refunds
Publication 1860
Payments
Publication 3139

Display both posters on your walls and windows—one for people getting a refund and one for those with a balance due.

Size: 17x22"



Questions and Answers for Taxpayers

Publication 3007

Send this helpful brochure to new prospects as well as clients. Place it in your lobby for clients to read. It describes IRS *e-file* and lists the benefits of using IRS *e-file*.



Electronic Payment Options Brochure

Publication 3611

Give this brochure to clients making payments. Various types of taxes can be paid by electronic funds withdrawal or credit card. The brochure answers many questions.

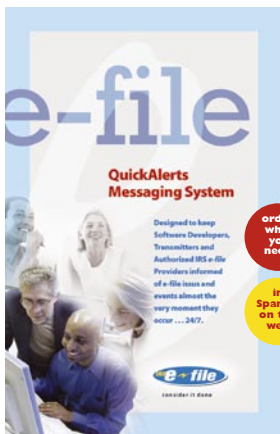
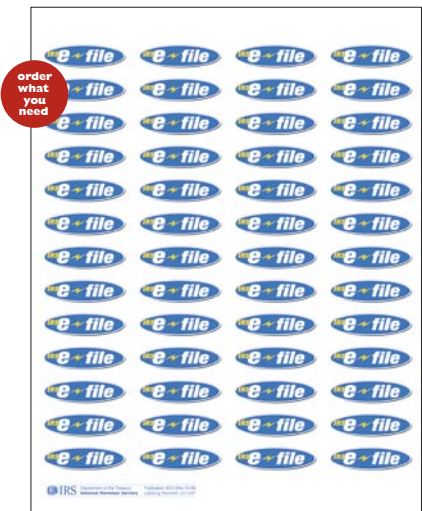


Refund Cycle Chart

Publication 2043

Use this handy chart to estimate when your clients will be sent their tax refund or when it will be direct deposited in their bank account.

The chart shows the date taxpayers are sent a tax refund or the date of their direct deposit based on the date their returns were electronically transmitted and accepted by the IRS.



Window/Door Decal

Publication 3008

Put this eye-catching decal on your window or door. Let prospective clients know that you're authorized to e-file their tax returns electronically to the IRS.

Easel-Backed Desk Sign

Publication 3009

Identify yourself as an Authorized IRS *e-file* Provider to your clients.



Questions and Answers for Tax Professionals

Publication 3452

Find out the latest about IRS *e-file* and get answers to commonly asked questions by IRS *e-file* Providers.

QuickAlerts Messaging System Brochure

Publication 4003

QuickAlerts is a FREE online messaging system that disseminates mass e-file messages within seconds, to all "subscribed" Authorized IRS *e-file* Providers. Get the details in this brochure.



Call 1-800-829-3676 for additional FREE IRS e-file Marketing Tools!

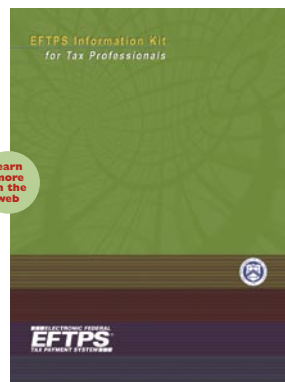
Orders can be placed by telephone only.

All of these tools are available in English as downloadable pdfs at www.irs.gov/efile, and some are also available in Spanish.

Refer to this handy list of Marketing Tool Kit titles and publication numbers when placing your order.

Item	Catalog Number	Title (description)
Pub. 1860	21696M	IRS <i>e-file</i> poster—refunds (17 x 22)
Pub. 3139	26220U	IRS <i>e-file</i> poster—payments (17 x 22)
Pub. 3007	25127I	Question and answer brochure for taxpayers
Pub. 3611	29862K	Electronic payment options brochure for taxpayers
Pub. 2043	24452M	IRS <i>e-file</i> Refund Cycle Chart
Pub. 3010	25130F	IRS <i>e-file</i> stickers (52 stickers/sheet—specify number of sheets)
Pub. 3452	28381C	Questions and answers sheet for tax professionals
Pub. 4003	34091D	QuickAlerts Brochure
Pub. 3008	25128T	IRS <i>e-file</i> provider window/door decal
Pub. 3009	25129E	IRS <i>e-file</i> provider easel-backed desk sign

Also available—**EFTPS Materials**



EFTPS Tax Professional Kit

Publication 4321

Contains everything you need to know about EFTPS for making tax payments by Internet or phone. Recommend EFTPS to your clients, or enroll them on their behalf. Order your Kit online at www.fms.treas.gov/eftps.

New Batch Provider Software Available

The enhanced version of the EFTPS Batch Provider Software is now available for download at <https://www.eftpsouth.com/eftps>.

The new program allows tax professionals to register through the software or send up to 1,000 enrollments and 5,000 payments in one transmission. Users can synchronize enrollments and payment history between the software and the EFTPS database in real-time.

The program is very user-friendly and easy to install with a complete User's Manual and Quick Start Guide also available for download at <https://www.eftpsouth.com/eftps>.

If you have any questions, please call EFTPS Batch Provider Customer Service at 1-800-945-0966, Monday - Friday, 8:30 a.m. - 8:00 p.m. ET.

